

CYNDY ANDRUS

Cyndy Andrus has worked in Montana Tourism for over 25 years. Her contributions to Montana's Tourism economy have been both significant and enduring. Cyndy first introduced the concept of Geotourism to Montana in 2006 when she presented the film "*CHOICES*" during the Governors Conference.

<http://video.nationalgeographic.com/video/choices-dest-spc>

Shortly after, in 2007, the Tourism Advisory Council developed Montana's Tourism Charter and adopted the principles of Geotourism for Montana 's tourism marketing . The highly successful Montana Brand was built on the concepts of Geotourism.

Cyndy was appointed to the Tourism Advisory Council in 2006 and chaired the TAC in 2012- 2013. As Chair, she guided the overhaul of the 'Region/CVB Rules and Regulations' to make them more efficient and effective. Cyndy is currently a member of the TAC Executive Committee.

Cyndy was the Executive Director of the Bozeman CVB for many years., until she formed her own tourism consulting business. She has worked with numerous communities and organizations across Montana, helping them develop their tourism product and marketing.

Cyndy serves on the Montana Heritage Commission, by appointment from the Governor.

Cyndy is the current Chair of the Montana Arts Council.

Since 2011 Cyndy has served Bozeman as a City Commissioner, in which role she guides her community toward sustainable economic prosperity, embracing the tenets of Geotourism on a day-to-day basis.